What is claimed is:

1. An information distribution service providing system, comprising:

a server system which provides a plurality of mobile information terminals, carried by a plurality of users who have been registered as users of information distribution service, with the information distribution service via a communication network; and

a terminal of an information distribution requester, which terminal communicates with the server system and specifies a user characteristic and information distribution object areas for the users to whom information is to be distributed by the information distribution service,

said server system including:

distribution state change monitoring means which monitors change over time in distribution of the mobile information terminals of the users with the user characteristic in the information distribution object area, based on location information of the mobile information terminal;

distribution state predicting means which predicts a distribution state of the mobile information terminals in the future based on the monitoring result obtained by said distribution state change monitoring means; and

information distributing means which distributes information to the mobile information terminals of the users based on the prediction result obtained by the distribution state predicting means.

2. An information distribution service providing system as set forth in claim 1,

wherein said distribution state change monitoring means includes:

a distribution density calculating unit which calculates distribution density of mobile information terminals of the service users with the user characteristic, in a specified block included in the information distribution object area, based on location information of the mobile information terminal; and

a high density distribution area detecting unit which detects a high density distribution area, in which the distribution density is higher than a predetermined density, based on the calculation result obtained by said distribution density calculating unit,

wherein said distribution state predicting means includes:

a high density distribution area movement displacement calculating unit which calculates movement displacement of the high density

distribution area detected by said high density distribution area detecting unit; and

a high density distribution area movement predicting unit which predicts a destination to which the high density distribution area moves, based on the movement displacement obtained by said high density distribution area movement displacement calculating unit, and

wherein said information distribution means includes an information distributing unit of a high density distribution area prediction type, which information distributing unit selects information corresponding to the destination of movement, predicted by said high density distribution block movement predicting unit, and distributes the selected information.

3. An information distribution service providing system as set forth in claim 1, wherein said information distribution means includes:

a distance/arrival time estimating unit which estimates the distance and/or the time required to move from the high density distribution block to a place where the information distribution requester is located or a place specified by the information distribution requester, based on the calculation result obtained by said high density distribution area movement displacement calculating unit; and

an information distributing unit of a distance/arrival time estimation type, which information distributing unit distributes information corresponding to the distance and/or the arrival time estimated by said distance/arrival time estimating unit to the mobile information terminals within the high density distribution area.

4. An information distribution service providing system as set forth in claim 3, wherein said information distributing means includes a distribution information recommending unit which makes recommendations with respect to to-be-distributed information corresponding to the distance/arrival time estimated by said distance/arrival time estimating unit.

5. An information distribution service providing system as set forth in claim 2, wherein said information distributing means includes a high-density distribution area movement prediction result notifying unit which notifies the information distribution requester's terminal of the prediction result obtained by said high density distribution block movement predicting unit.

6. An information distribution service providing system as set forth in claim 1, wherein said server system includes user reaction processing means which analyzes

reaction of the service users' mobile terminals to information distributed from said information distributing means, and then outputs the analysis result to an external apparatus.

7. An information distribution service providing system as set forth in claim 1, wherein said distribution state predicting means includes an approximation function estimating unit which predicts the distribution state by estimating an approximation function with respect to change over time in the future distribution state based on a history of monitoring result in the past obtained by said distribution state change monitoring means.

8. An information distribution method for an information distribution service providing system which includes: a server system which provides a plurality of mobile information terminals, carried by a plurality of users who have been registered as users of information distribution service, with the information distribution service via a communication network; and a terminal of an information distribution requester, which terminal communicates with the server system and specifies a user characteristic and information distribution object areas for the users to whom information is to be distributed by the information distribution service, said method comprising:

on the server system,

monitoring change over time in distribution of the mobile information terminals of the users with the user characteristic in the information distribution object area, based on location information of the mobile information terminals;

predicting a distribution state of the mobile information terminals in the future based on the monitoring result; and

distributing information to the mobile information terminals of the service users based on the prediction result.

9. An information distribution method as set forth in claim 8, wherein the server system performs the following:

calculating distribution density of mobile information terminals of the service users with the user characteristic in a specified block included in the information distribution object area, based on location information of the mobile information terminal;

detecting a high density distribution area, in which the distribution density is higher than a predetermined density, based on the calculation result;

calculating movement displacement of the high density distribution area;

predicting a destination to which the high density

distribution area moves, based on the thus-obtained movement displacement; and

selecting information corresponding to the destination of movement predicted, and distributing the corresponding information.

10. An information distribution method as set forth in claim 8, wherein the server system performs the following:

estimating the distance and/or the time required to move from the high density distribution block to a place where the information distribution requester is located or a place specified by the information distribution requester, based on the movement displacement obtained by the above-mentioned calculation; and

distributing information corresponding to the distance and/or the arrival time estimated to the mobile information terminals within the high density distribution area.

11. An information distribution method as set forth in claim 10, wherein said server system makes recommendations with respect to to-be-distributed information in accordance with the thus estimated distance/arrival time to the terminal of the information distribution requester.

12. An information distribution method as set forth in claim 9, wherein said server system notifies the information distribution requester's terminal of the result of prediction about a destination of the high density distribution area.

13. An information distribution method as set forth in claim 8, wherein said server system analyzes reaction of the service users' mobile terminals to information distributed to the service users' mobile terminals based on the distribution state prediction result, and then outputs the analysis result to an external apparatus.

14. An information distribution method as set forth in claim 8, wherein said server system predicts the distribution state by estimating an approximation function with respect to change over time in the future distribution state based on a history of monitoring result in the past distribution state.

15. A server system for use in an information distribution service providing system which includes: a server system which provides a plurality of mobile information terminals, carried by a plurality of users who have been registered as users of information distribution service, with the information distribution

service via a communication network; and a terminal of an information distribution requester, which terminal communicates with the server system and specifies a user characteristic and information distribution object areas for the users to whom information is to be distributed by the information distribution service, said server system comprising:

distribution state change monitoring means which monitors change over time in distribution of the mobile information terminals of the users with the user characteristic in the information distribution object area, based on location information of the mobile information terminal;

distribution state predicting means which predicts distribution state of the mobile information terminals in the future based on the monitoring result obtained by said distribution state change monitoring means; and

information distributing means which distributes information to the mobile information terminals of the users based on the prediction result obtained by the distribution state predicting means.

16. A server system for use in the information distribution providing system as set forth in claim 15,

wherein said distribution state change monitoring means includes:

a distribution density calculating unit which

calculates distribution density of mobile information terminals of the service users with the user characteristic in a specified block included in the information distribution object area, based on location information of the mobile information terminals;

a high density distribution area detecting unit which detects a high density distribution area, in which the distribution density is high, based on the calculation result obtained by said distribution density calculating unit; and

a high density distribution area movement displacement calculating unit which calculates movement displacement of the high density distribution area detected by said high density distribution area detecting unit,

wherein said distribution state predicting means includes a high density distribution area movement predicting unit which predicts a destination to which the high density distribution area moves, based on the movement displacement obtained by said high density distribution block movement displacement calculating unit, and

wherein said information distribution means includes an information distributing unit of a high density distribution area prediction type, which information distributing unit selects information corresponding to the destination of movement, predicted by said high density

distribution area movement predicting unit, and distribute the information.

17. A server system for use in the information distribution providing system as set forth in claim 15, wherein said information distribution means include:

a distance/arrival time estimating unit which estimates the distance and/or arrival time from the high density distribution area to a place where the information distribution requester is located or a place specified by the information distribution requester, based on the calculation result obtained by said high density distribution area movement displacement calculating unit; and

an information distributing unit of a distance/arrival time estimation type, which information distributing unit distributes information corresponding to the distance and/or the arrival time estimated by said distance/arrival time estimating unit to the mobile information terminals within the high density distribution block.

18. A server system for use in the information distribution providing system as set forth in claim 16, wherein said information distributing means includes a high-density distribution area movement prediction result notifying unit which notifies the information distribution

requester's terminal of the prediction result obtained by said high density distribution area movement predicting unit.

19. A server system for use in the information distribution providing system as set forth in claim 15, said server system further comprising user reaction processing means which analyzes reaction of the service users' mobile terminals to information distributed from said information distributing means, and then outputs the analysis result to an external apparatus.

20. A server system for use in the information distribution providing system as set forth in claim 15, wherein said distribution state predicting means includes an approximation function estimating unit which predicts the distribution state by estimating an approximation function with respect to change over time in the future distribution state based on a history of monitoring result in the past obtained by said distribution state change monitoring means.